

AUTOMOBILES



STUDEBAKER LINE IS OUT

Left Drive and Center Control Now Features in "Four" and "Six."

KEYNOTE IS EFFICIENCY

Aim of Manufacturers Has Plainly Been to Secure Maximum Results in Economy and Durability.

DETROIT, Oct. 25.—Formal announcement of a complete change in the Studebaker line was made from the local headquarters of the corporation today. While the alterations are not of a sweeping nature, they embody a number of extremely interesting features.

The line for next year will be comprised of two chassis types—a "Four" at \$1,600 and a "Six" at \$1,775. Both cars are fitted with left-handed steer and center control.

In both cars the gasoline supply has been placed in the dash, permitting an ideal feed to the motor, without air pressure, by means of gravitation.

Increased efficiency has been throughout the keynote of the chassis design. To get the maximum service out of each gallon of gasoline has been the obvious endeavor of the Studebaker engineers.

Small Bore Motors. The motors are of the small-bore, long-stroke type, of dimensions similar to those of the remarkably successful "Six" of the last year.

The improvement in the electrical equipment is marked and to a great extent original. The electric motor for cranking is connected to the front end of the drive shaft by a roller chain which moves only while the starting operation is in progress.

The generator is on the opposite of the motor and drives silently by a shaft connected with the camshaft gear. Storage is in a six-volt battery under the front seat.

In both cars brakes are equipped with large equalizers, snugly fitted into slots in the frame. Running boards are clean and carry no equipment.

The four-cylinder car is touring car type, has a generous five-passenger capacity. This model also has underseating elliptic rear springs.

The chief new feature in body design of the six-cylinder model is the position of the auxiliary seats in the tonneau which, when not in use, fold compactly into the way into a recess built into the back of the front seat.

Both "four" and "six" are now coming through the Detroit factories in gratifying style. Sample cars will be on the floors of all Studebaker dealers in a short time.

CADILLAC COMPANY IS SHOWING ENCLOSED CARS

A beautiful limousine and an inside drive limousine are on exhibition at the Cadillac salesroom, 204-06 Farnam street.

Many refinements are noticeable in the 1914 Cadillac enclosed car, in the sloping hood, the curved dash, the rounded top, the built-in-with-metal windshield, the seamless, noiseless windows sliding in felt grooves and adjusted by a handle instead of a pull strap, the wider doors, the clear running boards, the roomy interior, all of which add to the satisfaction of the one owning one of these cars.

The mechanical improvements include the two-speed direct drive axle. This affords an unusually low gear ratio on the first speed, which permits the car to get under way more smoothly and quickly. What is more important, it affords two high speeds on direct drive.

The lower one permits driving in traffic on direct drive with less gear changing than usual. The higher one will drive the car forty miles an hour with the smoothness of a watch. It is the real automobile improvement of this year.

Starting in cold weather without a moment's delay is assured by an electric heater for the carburetor. Just press a button, that's all. The heater and the electric engine cranks do the work instantly.

NEW COMMERCIAL TRUCK FIRM IS ORGANIZED

The Martin Tractor company of Springfield, Mass., with a capital stock of \$250,000, is a new concern in the commercial motor vehicle field. Harry G. Fisk is president; C. H. Martin, vice president and general manager; E. O. Preston, treasurer; and C. E. Beckwith, secretary.

G. B. Eveland of Philadelphia is one of the largest stockholders. The new company has exclusive rights, except for the Knox Automobile company, under C. H. Martin's patents, with the privilege of leasing sublicense to other manufacturers.

GETTING RID OF REFLECTIONS FROM GLASS OF WINDSHIELD

"Here's a little hunch," said Guy L. Smith, local distributor of Hudson cars, "that will save drivers many anxious moments. Drive at night along a road or street crowded with automobiles and observe how bewildering and dangerous is the effect of the glare of the many lights reflected from both sides of the plate glass in the windshield. This is particularly noticeable when you have the top down, but the windshield up as protection from a cold wind or from dust. If a car comes up behind you at the same

time that one is approaching in front the result is almost total inability to see a yard ahead. I haven't a doubt that many accidents are due to this cause. But here is a really scientific solution of the difficulty. An everyone knows light is reflected from a polished surface at the same angle it strikes it. Scientifically the angle of reflection is equal to the angle of incidence. In other words the rays of light strike the glass at right angles they will be reflected at right angles, and of course into the driver's eyes. But if we place the upper glass of the windshield so that it projects at the lower edge, as I can do with the windshield on this Hudson six here, then the light will strike the glass at an angle of about 45 degrees whether coming from the front or the back. The light from the rear will be reflected downward into the car, and the lights from the front will be reflected into the air. The driver will have absolutely clear vision without the slightest annoyance from these reflected lights.

Mr. Smith demonstrated the truth of his clever idea by taking a Hudson six out on the brightly lighted street and showing how by placing the adjustable windshield as stated the glare of the lights was entirely avoided.

News and Gossip Gathered Along Automobile Row

Arthur Stora made a remarkable trip with his six-cylinder Hudson last week. He drove from North Platte to Omaha in ten hours flat. The distance is 225 miles, making the average a little better than thirty-two miles per hour.

The T. H. Pollock Auto company has added another traveling salesman to its force. Richard B. Manville, who is a thoroughly experienced automobile mechanic and salesman, will cover the western Iowa territory.

Guy L. Smith delivered a new six-cylinder Hudson "Six" to Mr. Charles Olson of Cedar Bluffs, Neb., last week.

W. W. Lewis, western sales manager for the Peerless Motor Car company of Cleveland, O., spent last Thursday and Friday with Guy L. Smith.

The T. H. Pollock Auto company closed a contract with W. J. O'Callaghan for an agency in the northern part of Platte county and has purchased a Henderson de Luxe, which he will drive home next week.

G. W. Wertz of Creighton, Neb., bought a new 15 Apperson Friday. Henry Dahl of Bloomfield, Neb., drove out a new 45 this week. Leander Dahl of Scribner, Neb., drove home one of the 1914 heavy 45's. Henry Douglas of Scribner, Neb., was in Tuesday and drove home a 45 Apperson.

The T. H. Pollock Auto company has just received a car of Hendersons which were unloaded Saturday.

H. A. Dinmore, traveling salesman for the T. H. Pollock Auto company, has just returned after spending a very profitable week out in the state.

Alcohol Good Fluid to Prevent Winter Radiator Troubles

"The advent of November means the beginning of radiator difficulties," says George E. Daniels, vice president of the Oakland Motor Car company, "unless the motorist has already prepared for the winter."

"The only really effective method of safeguarding the motor is by the use of some liquid or solution with a lower freezing point than water. The most reliable solution is alcohol and water, as alcohol does not act upon the metals of the radiator nor upon rubber."

Will Show Mid-West Bowlers in Movies

M. D. Clary, secretary of the Mid-West Bowling Tournament company of St. Louis, is arranging to have moving pictures taken of the opening of the coming middle west tournament, which will take place on Thanksgiving day in St. Louis and moving pictures will be taken of other big days, all the officers and bowlers who win championships and if possible all visiting teams.

The tournament will in all probability run a couple of days longer than at first estimated as 200 five-men teams seem now assured. It will take sixteen days to run off this number of teams. Secretary Clary will schedule twelve teams a day as a rule, but can work in eighteen on a few days, especially Saturdays.

AUTO USED AS INSPECTION CAR ON FLORIDA ROAD

A new use for the versatile automobile. This time the machine has been made to do duty as an inspection car on a railroad.

A year ago L. H. Dimmitt was elected vice president and general manager of the Apalachicola railroad in Florida. Mr. Dimmitt had steel rims bolted onto the wheels of his Interstate machine and had the steering gear unbuckled and the front wheels locked to the axle. A steel plate was riveted onto the machine in such a manner that an ordinary ratchet jacket could be placed under the car in five minutes and the car turned around.

The automobile inspection car has been working every day for a year and has only been repaired once, that when an engine poked its nose into the radiator. It runs 100 miles a day and maintains a speed of thirty-five miles an hour for 100 miles without difficulty.

GORDON BENNETT TROPHY CUP BRINGS NEW ENTHUSIASM

"The bringing to America of the Gordon-Bennett trophy cup by Pilot R. H. Upson and Aide H. A. D. Preston of the balloon Goodyear, is sure to bring about new era in aeronautics in America," says P. A. Selberling, president of the Goodyear Tire and Rubber company, Akron, O.

Has Plans for Women Who Tour

One of the most familiar figures along the country roads of England is Miss Nora Hough and her motorcycle. Miss Hough is a veteran rider, spending much time in the saddle. She does not confine her rides to short trips near her own home, but has visited most of the points of interest throughout the kingdom.

Miss Hough is her own mechanic and offers a number of valuable suggestions for the woman motorcyclist who contemplates a trip of any length. Before starting on a trip Miss Hough always sees that her tool roll is complete. "The spare must be gone through," says Miss Hough. "It is wise to carry one of everything; plug, valve, belt fastener and piece of belt, should transmission be by belt; if by chain, then a few spare links, and should spring fasteners be used, always carry more than one. If one has only one, it is a happy knack of breaking while being fitted. It is well to carry a square butt-ended tube and repair outfit, also a length of insulating tape and a bit of copper wire. I also carry with me a special small can of petrol, which is never touched unless absolutely necessary."

Although Miss Hough sees that her mount is in excellent condition before starting on a trip, and seldom has need of these repair parts, she declares that the pleasure of a ride is doubled when one has the satisfaction of knowing she is in no danger of being stranded on



Miss Hough also says that to fully enjoy motorcycling a woman must give due attention to the clothing worn. This, of course, depends somewhat on the time

of year, but it must always be warm and comparatively loose. Miss Hough's favorite outfit consists of a loose Norfolk jacket, short skirt and close-fitting cap, with the necessary extra windproof and waterproof coat attached to the luggage carrier. Goggles, too, are considered necessary by Miss Hough, when one is taking a long trip.

COLE TRANSCONTINENTAL TESTERS ARRIVE AT HOME

Tanned to a glowing brown, feeling as fine and strong as the cub bear that rode with them, the Cole transcontinental testers arrived home at Indianapolis. Fifteen states and the province of British Columbia, a consuming enthusiasm over the west and a speedometer reading of 5,800 miles, told the story of the three months' test trip. There was a long line of cars and a big crowd of friends to meet the returning trio at Plainfield, about fifteen miles from the city limits. A parade through the business district and an informal reception at the Columbia club marked the conclusion of the most remarkable test trip ever attempted. For the moment Indianapolis automobile world is discussing nothing but this trip of Charles S. Crawford, chief engineer; H. C. Bradford, field advertising manager; and Lew Pettijohn, chief tester, of the Cole Motor Car company.

Fearful Slaughter of deadly microbes occurs when throat and lung disease are treated with Dr. King's New Discovery. 50c and \$1.00. For sale by your druggist.—Advertisement.

Willys Says Horses Handicap Farmers by Lack of Speed

"The 'back-to-the-farm' movement can never be made a success until we realize what horses are actually costing us," said John N. Willys, president of the Garford company of Elyria, O. A great many of the 30,000,000 people in the United States are being advised to leave the cities and find a solution of their living problem on the farms, but their advisers have overlooked a very important factor in the plan. They have failed to see that so long as we are doing our farm and transportation work with horses there is not going to be enough room in the agricultural sections of the United States to take care of these people.

WARNINGS WILL PREVENT BAD MOTOR CAR ACCIDENTS

"Let them know you are coming and you will avoid a lot of accidents," is a rule posted conspicuously in every street railway car barn in the country. It is an instruction from the company to the motor men, as an aid to preventing accidents. The same rule should be posted on the dash of every automobile built, in the opinion of President John N. Willys of the Willys Overland company, Toledo, O.

PACKARD MOTOR CAR CO. IS JUST TEN YEARS OLD

The Packard Motor Car company is celebrating the completion of the first decade of its marvelous business growth in Detroit. Just ten years ago all of the company's machinery, materials and cars in the process of construction were en route to Detroit from Warren, O., the site of the first factory. Since that time the great bulk of the motor car production of the country has been established in the City of the Straits.

REPUBLIC

STAGGARD TREAD

Original Effective Satisfying

IT WILL PAY YOU TO SEE

Powell Supply Co. 2119 Farnam St. Omaha

\$1575

No Other "Six" in the World Near This Price

The new Studebaker "SIX" stands absolutely alone and apart in the entire field of six-cylinder cars. At its price of \$1,575—less by hundreds than the price of any other "Six"—it brings you vastly more than the operative advantages of the "Six."

It brings you these advantages, emphasized and enhanced because this "SIX" is not only a manufactured "SIX," but a Studebaker-manufactured "SIX."

Carries Seven in Comfort

It brings you passenger capacity for seven.

It brings you the manifold advantages of electric lighting and starting through a two-unit system that has proved itself on thousands of Studebaker cars. You have never before been able to buy such a car at \$1,575.

Today you cannot find such another car, at this price, in the entire world.

Six Thousand Manufacturing Operations

How completely the Studebaker "SIX" is the product of the great Studebaker plants you will realize when you know that its construction requires more than 4,000 manufacturing operations.

We build its motor, from the raw iron and steel, down through the numerous processes of casting, machining, grinding and assembling to the finished product.

We build its full-floating rear axle; stamp the light through tremendously strong housing from the sheet steel; we forge, cut and machine the axle and transmission gears.

Throughout the rear axle and transmission, and in the front wheels we use 13 Timken roller bearings for quiet, easy running.

Economical of Fuel and Tires

In fuel consumption we believe the "SIX" will match, if not surpass, the economy of any car of equal horsepower. Its motor size is 8 1/2 x 10 inches.

It is economical because, in spite of its 131-inch wheelbase it is light, and easy on its 34 1/2-inch tires; yet it is wonderfully strong.

It is generously run, and richly upholstered, and carries its seven passengers in utmost comfort.

In design and line, the "SIX" acknowledges no greater beauty and grace.

Separate Electrical Units

The starting and lighting system in the Wagner two-unit, starting motor and generator separate.

Lamps are Gray & Davis' highest quality, parabolic type. In short the "SIX" lacks nothing in style, beauty or comfort.

E. R. Wilson Auto Co., Omaha, Neb.
Warrick Auto Co., Blair, Neb.
Larson Bros., Uehling, Neb.
C. E. Anderson, Oakland, Neb.
C. E. McMorris, Lyons, Neb.
G. H. Bogenhagen, Boomer, Neb.
Cherry Watson Lbr. Co., North Bend, Neb.
W. E. Harvey, Newton Grove, Neb.
Louis Tryba, Dunoon, Neb.

T. M. Sheaff & Son, Fullerton, Neb.
J. A. Sygal, Brainard, Neb.
Bredenberg Garage Co., Wahoo, Neb.
E. P. Eickhoff, Fremont, Neb.
Wertz Auto Co., Lincoln, Neb.
Wheaton Auto, Beatrice, Neb.
O. H. Schenck, Pawnee City, Neb.
Hendlin Auto Co., Aurora and Marquette, Neb.

Siama Auto Co., Humboldt, Neb.
Stromburg Auto Co., Stromburg, Neb.
Tague Bros., Woodbine, Iowa.
Monona County Auto Co., Osawa, Iowa.
C. P. Meredith, Atlantic, Iowa.
Chambers Auto Co., Greenfield, Iowa.
I. W. Hully, Creston, Iowa.
Sullivan & Son, Mt. Airy, Iowa.
Bishop Motor Co., Bedford, Iowa.

Hand & Woodard, Shenandoah, Iowa.
Peters Brothers, Millard, Neb.
Holmes Adkins Co., South Omaha, Neb.
J. W. Schlesinger, Yutan, Neb.
Thurman Motor Car Co., Thurman, Neb.
Norton-Darby Auto Co., Avoca, Iowa.
R. P. Swan, Glenwood, Iowa.
Salzers & Kayton, Malvern, Iowa.
Nurre & Jullich, Council Bluffs, Iowa.

\$1050

"Buy it Because it's a Studebaker"

Not because of the price mark; but because of the trade mark.

Not because of the good looks; but because of the good name.

Not because of the outside, but because of the inside.

Studebaker Detroit, Michigan

Omaha Branch
New Studebaker Bldg., Twenty-fifth and Farnam Streets.

E. R. Wilson Automobile Co.
Twenty-fifth Ave. and Farnam Street, Local Dealers.